

# **SPONSORSHIP OPPORTUNITIES**

2008 Texas Downtown Revitalization Conference

November 11-14, 2008

Temple, Texas

# 2008 Texas Downtown Revitalization Conference

## INVITATION TO SPONSOR

Dear Friends of Texas Downtowns and Neighborhood Commercial Districts:

Promote your company or organization to more than 200 professional, volunteers and community leaders participating in the largest downtown conference in Texas! For more than twenty years, the Texas Downtown Association and the Texas Main Street Program have hosted a state-wide conference for leaders working on downtown revitalization and preservation. The Exhibition Hall of the 2008 Annual Conference will be open to conference attendees **November 13, 2008** at the Hilton Garden Inn in Temple, Texas. Booths will be set up on the evening of November 12<sup>th</sup>.

We would like to offer you an opportunity to showcase your products and services to the participants.

### Benefits of Sponsoring

**Exclusive access to the state's largest downtown conference.** If it's about downtown, they will be there – city leaders, economic and tourism specialists, architects, engineers, planners and downtown managers. The Texas Downtown Association and the Texas Main Street Program bring together the largest audience of professionals engaged in downtown revitalization and promotion.

**Promote your products and services!** Your company name will be featured in the conference brochure, which is mailed to more than 1,000 state-wide. As an Exhibitor, your company, products and services are also highlighted at the Exhibition Showcase. Sponsors at the Presenting, Gold, and Silver levels receive a free exhibitor booth as part of their sponsorship. An exclusive and festive Exhibitor Luncheon will bring conference participants directly to your booth. Further, all conference attendees will receive your company information in conference registration packets. Post-conference labels of conference participants will be sent to you so you can follow-up with potential clients. Finally, your exhibitor badge gives you full access to conference sessions, which provide an excellent opportunity to network with potential customers.

The Texas Downtown Revitalization Conference is a great opportunity for you and our participants. Please join us in historic Downtown Temple as the Texas Downtown Association and Texas Main Street Program celebrate more than twenty-five years of downtown revitalization!

*Susan Campbell*

Susan Campbell  
City of Bowie  
Co-Chair, 2008 Annual Conference

*Damaris Neelley*

Damaris Neelley  
Clifton Main Street  
Co-Chair, 2008 Annual Conference

# 2008 Texas Downtown Revitalization Conference

## SCHEDULE AT A GLANCE

### Tuesday, November 11

4:00 - 5:30 pm Registration  
5:15 - 6:00 pm Shuttle to Beltonian Theatre in Belton.  
6:00 - 8:00 pm Ticketed Event: Belton

### Wednesday, November 12

7:30 - 8:30 am Registration  
8:30 - 9:00 am Welcome  
9:00 - 10:00 am Keynote Address  
10:00 - 10:30 am Break and Opening of Silent Auction  
10:30 - 11:30 am Educational Sessions  
11:30 am - noon Shuttle to Texas Main Street Luncheon  
12:00 pm - 1:30 pm Temple – Santa Fe Depot - Texas Main Street Luncheon  
1:30 - 2:45 pm Tours & Educational Sessions in Downtown Temple  
2:45 - 3:15 pm Break in Downtown Temple  
3:15 - 4:30 pm Tours & Educational Sessions in Downtown Temple  
4:30 - 5:00 pm Shuttle to Hilton  
6:00 - 10:00 pm Set up time for exhibitors  
5:15 - 6:00 pm Shuttle to Salado  
6:00 - 9:15 pm Ticketed Event: Salado  
9:15 - 10:00 pm Shuttle to Hilton

### Thursday, November 13

7:30 - 8:30 am Registration & Opening of Exhibition Hall  
8:30 - 10:15 am Awards Finalists Breakfast: Eggs and Excellence  
10:15 - 10:45 am Break with the Exhibitors  
10:45 - 11:45 am Educational Sessions  
11:45 am - 1:15 pm Lunch with the Exhibitors  
1:15 - 2:00 pm Texas Downtown Association Annual Meeting  
2:00 - 2:15 pm Room Change Break  
2:15 - 3:15 pm Educational Sessions  
3:15 - 3:45 pm Break & Close of Exhibition Hall  
3:45 - 6:00 pm Breakdown of Exhibition Hall  
3:45 - 5:00 pm Educational Sessions  
6:15 - 6:45 pm Shuttle to Awards Gala  
7:00 - 9:30 pm Awards Gala: Temple Cultural Activities Center  
9:30 - 10:00 pm Shuttle to Hilton

### Friday, November 14

9:00 - 11:30 am Educational Sessions

# 2008 Texas Downtown Revitalization Conference

## SPONSORSHIP OPPORTUNITIES

Sponsor Level	Brief Description	Amount
Presenting	Main Conference Sponsor Promoted prominently in all conference materials	\$5,000
Gold	Keynote Address	\$3,000
Gold	Texas Main Street Luncheon <i>featuring Main Street Success Stories</i>	\$3,000
Gold	Downtown Awards Gala	\$3,000
Silver	Downtown Awards Finalists Breakfast <i>showcasing Texas downtown projects</i>	\$2,000
Bronze	Your company or association logo displayed on more than 250 conference attendee tote bags	\$1,000
Associate	Break (3 spots available) <i>Exposure to more than 250 conference attendees</i>	\$500
Associate	Awards Program Brochure <i>Exposure to more than 250 conference attendees</i>	\$500
Contributor	Registrant Packet Contributor <i>Your brochure distributed to more than 200 attendees</i>	\$100
In-kind contribution	Please Describe: _____	Value: \$_____

# 2008 Texas Downtown Revitalization Conference

## DESCRIPTION OF SPONSORSHIP BENEFITS

### **Presenting Level**

(\$5,000)

- Logo on front cover of Registration Brochure (mailed to more than 1,000+ downtown professionals in Texas)
- Logo on Annual Conference page of TDA web site
- Promoted, along with awards program sponsor, on all TDA Awards print and electronic materials
- Four (4) full conference registrations and VIP recognition at conference
- Reserved table at meal event of choice (tables seat 8)
- Stand-alone recognition on signage
- Free exhibitor booth and brochures in registrant packets and/or at event
- Complimentary one-year TDA membership

### **Gold**

(\$3,000)

- Promoted in all conference materials (statewide mailings) and conference schedule provided to attendees
- Two (2) full conference registrations; VIP and signage recognition
- One free exhibitor booth and brochures in registrant packets and/or at event
- Reserved table at sponsored meal event for sponsor and guests (tables seat 8)
- Introduction at meal/event
- Promoted on primary conference signage throughout the day and at event
- Prominent promotion in registration brochure mailed to 1,000+ downtown professionals in Texas

### **Silver**

(\$2,000)

- Promoted in all conference materials (statewide mailings) and conference schedule provided to attendees
- One (1) full conference registration; VIP and signage recognition
- Reserved seating for four (4) at sponsored meal event
- Free exhibitor booth and brochures in registrant packets and/or at event
- Introduction at meal/event
- Promoted on primary conference signage throughout the day and at event
- Prominent promotion in registration brochure mailed to 1,000+ downtown professionals in Texas

### **Bronze**

(\$1,000)

- Free exhibitor booth and brochures in registrant packets and/or at event
- One (1) full conference registration
- Signage, promotion in brochure/awards program, company brochures in registrant packets

### **Associate**

(\$500)

- Signage, promotion in brochure/awards program, company brochures in registrant packets

### **Contributor**

(\$100)

- Sponsor brochures inserted in registrant packets of 200+ conference attendees; ideal opportunity for companies that cannot attend or local restaurants and stores to promote their establishments as destinations for conference attendees; free to exhibitors and sponsors as noted

# 2008 Texas Downtown Revitalization Conference

## SPONSORSHIP RESERVATION

Company/Business/Organization Name: \_\_\_\_\_

Event you would like to sponsor: \_\_\_\_\_

Presenting Sponsor - \$5,000

Keynote Address - \$3,000

Conference Tote Bags - \$1,000

Texas Main Street Luncheon - \$3,000

Refreshment Break - \$500

Downtown Award Gala - \$3,000

Awards Program Brochure - \$500

Awards Finalists Breakfast - \$2,000

Registrant Packet Contributor - \$100

In-Kind Sponsor \_\_\_\_\_

Other Conference Event or Activity \_\_\_\_\_

Amount of Sponsorship: \_\_\_\_\_

Address/City/State: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Approved by (print name): \_\_\_\_\_

Title: \_\_\_\_\_

Authorized signature: \_\_\_\_\_

Date: \_\_\_\_\_

Check enclosed: \_\_\_\_\_ Invoice me : \_\_\_\_\_

If paying by credit card, please provide the following information:

Cardholder's Name: \_\_\_\_\_

Card type (check one) Mastercard \_\_\_\_\_ Visa \_\_\_\_\_ American Express \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Mail or fax completed sponsorship reservation form to:  
Texas Downtown Association  
P.O. Box 546 Austin, TX 78767-0546  
512.472.7832-phone 512.472.0740-fax  
info@texasdowntown.org

# 2008 Texas Downtown Revitalization Conference

## SPONSOR AND EXHIBITOR TIMELINES

Ongoing	Sponsorship and exhibitor recruitment. <i>Commitments made by August 1, 2008 receive additional publicity in advance printed and online promotional pieces.</i>
August 1, 2008	Sponsors and Exhibitors promoted on web site.
August 25, 2008	Registration brochure mailed to TDA membership
October 1, 2008	Final sponsorship/exhibitor logos due for conference signage. Final date to receive brochures from sponsors and exhibitors if they desire to be included in registration packets
November 11-14, 2008	Annual Conference – Sponsors attend their events as honored guests. Exhibitor Fee includes tickets to 2 meal functions. Additional meal function tickets, as well as special event tickets, may be purchased. RSVP to 512.472.7832.

**Mailing address:**

Texas Downtown Association  
P.O. Box 546  
Austin, TX 78767-0546  
512.472.7832 Fax: 512.472.0740  
info@texasdowntown.org

## EXHIBITOR INSTRUCTIONS

1. Review Exhibitor Information and Sponsorship Opportunities. Exhibit space is included as a part of most sponsor opportunities.
2. Complete the 2008 Exhibitor Application. Please keep a copy for your records.
3. To be included in advance publicity for the Conference, mail or fax completed Exhibitor Application, and send full payment by **August 1, 2008**. Final deadline for reserving a booth is **October 17, 2008**.

<b>Mail or fax application form and send payment to:</b> Texas Downtown Association P.O. Box 546 Austin, TX 78767-0546 512.472.7832 Fax 512.472.0740	<b>Physical address for overnight mail only:</b> Texas Downtown Association 1204 San Antonio Street, Suite 204 Austin, TX 78701 512.472.7832
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*Credit card payments are accepted. To pay by credit card, fax the name of the cardholder, the card number and expiration date to the TDA office. You will still need to complete and send the 2008 Exhibitor Application, which can be faxed to 512.472.0740.*

4. All booths will be assigned in order of receipt of Exhibitor Application and full payment. Space is available for 15-20 booths at the Annual Conference. In order to have the exhibits placed within the most visible area, space is extremely limited. Booth dimensions are approximately 8' x 3'. Each booth includes: one (1) six foot table, carpet, one (1) chair and a small table top sign. **No large exhibit setups please. Exhibitors who need additional space for their display may purchase an adjacent exhibit space and pay the registration fee for each booth.** After receipt of application and payment, we will send you a confirmation of booth space.
5. Mail company or association brochures/information by **October 31, 2008** to Texas Downtown Association for inclusion in the participants' registration bags.
6. Make your reservations at the conference hotel, the Hilton Garden Inn- Temple, by calling 254.773.0200 and requesting the rate for the Texas Downtown Association.

### LODGING INFORMATION

Hilton Garden Inn

254.773.0200

1749 Scott Boulevard

Temple, Texas 76504

Room Rate is **\$95** for single/double/suites

Please reference the Texas Downtown Association room block (online code is DAG)

Cut-off date for special rate is **October 20, 2008**.

# 2008 Texas Downtown Revitalization Conference

## EXHIBITOR APPLICATION

Company/Business/Organization Name: \_\_\_\_\_

Contact person: \_\_\_\_\_

Exhibitor Staff: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Approved by (print name): \_\_\_\_\_ Title: \_\_\_\_\_

Authorized signature: \_\_\_\_\_ Date: \_\_\_\_\_

If paying by credit card, please provide the following information:

Cardholder's Name: \_\_\_\_\_

Card type (check one) Mastercard \_\_\_\_\_ Visa \_\_\_\_\_ American Express \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

**Exhibit Booth (Please complete form on next page as well)**

**Please note that your booth registration INCLUDES a SINGLE ticket to the Awards Finalist Breakfast on and the Awards Gala on November 13<sup>th</sup>.**

- Exhibitor Move-In on November 12<sup>th</sup> from 6-10 p.m.
- Exhibition Hall is open all day on November 13<sup>th</sup> from 7:30 am to 4:30 pm.
- Lunch with the Exhibitors on November 13<sup>th</sup> from 11:30 am to 1:30 pm.
- Exhibitor and one additional booth staff member may attend all conference sessions
- Two refreshment breaks for attendees held in Exhibition Hall
- 8' x 3' booth with skirted table with chair
- Company/association material distributed in registration packets
- Listing on web site
- Post-conference attendee list.

**Packet Contributor Only (for non-exhibitors): \$100**

- Can't make it to the conference? No problem. Your company or association brochures will be included in all conference attendee registration packets.

**Join the Texas Downtown Association**

- Visit [www.texasdowntown.org](http://www.texasdowntown.org) and fill out membership form or call 512.472.7832 for more information.

# 2008 Texas Downtown Revitalization Conference

## EXHIBITOR APPLICATION (continued)

Name of company/association: \_\_\_\_\_

**Exhibition Booth: Texas Downtown Association Members - \$200; Electricity – additional \$25**

**Exhibition Booth: Non-Members - \$250; Electricity – additional \$25**

**Ticket Order - Events Not Included In Exhibition Fee:**

**Tuesday, November 11, 2008**

6-8 p.m. - Evening in Belton: \_\_\_\_\_ tickets x **\$30** each = \_\_\_\_\_

**Wednesday, November 12, 2008**

6:30-9:30 p.m. – Night in Salado : \_\_\_\_\_ tickets x **\$40** each = \_\_\_\_\_

**Meal Functions:**

***Your booth registration INCLUDES ONE ticket for the Awards Finalist Breakfast and the Awards Gala on November 13<sup>th</sup>. Please check the box below if you will attend these functions and order extra tickets as needed.***

**Thursday, November 13, 2008**

8:30-10:15 a.m. I will attend the Awards Finalist Breakfast.  
I need \_\_\_\_\_ additional tickets x **\$20** each = \_\_\_\_\_

7:00 – 9:30 p.m. I will attend the Awards Gala.  
I need \_\_\_\_\_ additional tickets x **\$40** each = \_\_\_\_\_

**\$\_\_\_\_\_ TOTAL AMOUNT – Exhibition Booth and Special Event/Extra Meal Function Tickets  
(FULL PAYMENT IS REQUIRED TO COMPLETE APPLICATION)**

**\_\_\_\_\_ CHECK HERE IF PAYMENT ENCLOSED**

**Mail or fax application form and send payment to:**

Texas Downtown Association  
P.O. Box 546  
Austin, TX 78767-0546  
512.472.7832  
Fax 512.472.0740

**Physical address for overnight mail only:**

Texas Downtown Association  
1204 San Antonio Street, Ste. 204  
Austin, TX 78701  
512.472.7832